

PROCEEDINGS OF THE BROWN COUNTY LIBRARY BOARD

A regular meeting of the Brown County Library Board was held virtually on April 30, 2020 at 5:15 p.m.

PRESENT: JOHN VAN DYCK, BRIAN ANDERSON, ANNETTE AUBINGER, MARISSA MELI, KATHY PLETCHER, HECTOR RODRIGUEZ, DAVID RUNNING, JAYME SELLEN and JOHN VANDER LEEST

ALSO PRESENT: Sarah Sugden, Linda Chosa, Sue Lagerman, Emily Rogers, and Curt Beyler (staff); and Bridget O'Connor and Todd McMahon (O'Connor Connective).

CALL TO ORDER President Van Dyck called the meeting to order at 5:15 p.m. Lagerman initiated a roll call vote.

Brian Anderson	Present	Annette Aubinger	Present	Marissa Meli	Present
Kathy Pletcher	Present	Hector Rodriguez	Present	David Running	Present
Jayne Sellen	Present	John Van Dyck	Present		

APPROVE/MODIFY AGENDA AND MINUTES There were no changes to the agenda and it stands approved. Pletcher requested one correction to the minutes clarifying her title. **Motion** by Anderson, seconded by Meli, to approve the modified minutes. **Motion carried.**

COMMUNICATIONS AND OPEN FORUM FOR THE PUBLIC None. For this Virtual Meeting, the public may access this meeting via phone, internet and in person as described on the agenda. Public communication will only be one way (audio will go out to phone users, audio and video will go out to internet users, and in-person public attendees will have access to audio and video in the Brown County Central Library Auditorium).

DISCUSSION AND POSSIBLE ACTION REGARDING FUNDRAISING FEASIBILITY AND BRAND IDENTITY STATEMENT OF WORK PROPOSAL

Overview of Fundraising Feasibility and Brand Identity Statement of Work (SOW) proposal by Bridget O'Connor, Owner/Principal, O'Connor Connective

Sugden introduced Bridget O'Connor and Todd McMahon. They attended to define the work described in the proposal included in the packet that will result in strategic impactful ways to tell the library story.

O'Connor is a marketing and communication strategist and Owner and Principal of O'Connor Connective (OCC). Todd McMahon is OCC's Project and Media Relations Manager. Before joining OCC three years ago, he was a long-time newspaperman most recently at GB-PG. The organization was created with the idea to help organizations tell their story. The firm is very familiar with campaigns and brands having worked with non-profits and for-profits. O'Connor has over 25 years' experience including leading St. Norbert College's division for marketing, communications and enrollment for 12 years. She is no stranger to Brown County or the library – living close to De Pere, she and her family frequent the Central Library and Kress Family Branch.

O'Connor explained that OCC brings an interesting approach – tying feasibility and brand research into one process that is seamlessly integrated and effective. This efficiency saves time and resources as they reach out to the community. They will address current branding and fundraising capacity. This information will allow the library and the board to make informed decisions related to fundraising not only for a campaign but also for the library as a whole into the future.

Van Dyck reflected on the board's search for director and the successful candidate's ability to fundraise. He understands that making in-roads in the community takes a long time and a new person would not be likely to make a big impact because of the time it takes to build relationships. He agreed that the services OCC provide are important. He commented that county agencies are good at creating reports and worries that the library may be going down the same road and he does not want just another document.

O'Connor stated the feasibility assessment provides the background information needed to make decisions and assist in understanding the potential of financial support and perceptions held by prospective donors. Because of the alignment with the brand, the library will learn how people want to see the library and the library will gain clear messaging, a clear identity, a clear path and a new logo. More importantly, this will send a message on who and what the library is. The library will have an identity system – a framework for all communications going forward to ensure consistent and compelling communication.

Pletcher asked about a timeline. In a recent meeting, OCC, Sugden and Lagerman worked through a timeline. OCC could begin right away in May. Various steps include feasibility assessment pre-planning in May; interviews and focus groups in June; and a findings report – an assessment of brand recommendations and identity system and standards in July. By August, the whole body of work would be completed. Pletcher replied that a short timeline is good but asked about the pandemic. O'Connor indicated that many of

the interviews would be conducted by phone instead of meeting in person. Focus groups could be conducted via Zoom meetings or individual interviews. OCC has already adapted to the current environment. It was mentioned that OCC has a robust client list but not public libraries. O'Connor Connective has had overarching work with colleges and universities like St. Norbert College and the Mulva Library. O'Connor worked with then library director on their identity system. The director succeeded Bridget in her SNC position.

Meli asked about deliverables and asked if any samples could be shared. The feasibility report will show attitudes toward campaigns and fundraising including questions and responses. Separately, the brand standards and identity guide employ rules and regulations, style guide and key messaging. They are documents unique to the organization and give an understanding on how to position the campaign brand. They are separate but complementary. OCC can share some samples without divulging proprietary information.

Sugden informed the Board that the Friends of the Brown County Library are committed to funding this body of work.

Running asked about timing and because of the economic situation if results could potentially be different. O'Connor noted that the pandemic has changed the perception of giving. Giving changes but it continues. Donors make modifications. As an example, a family foundation may shift their giving to basic needs rather than the arts and humanities. More gifts may be made but in smaller amounts. Asking in the context of the pandemic, when these questions will begin to be asked, the shock of the pandemic will have settled in and by June, there will be better picture. The library wants to move forward and this work will give real information on local donors. Information and perspective gained from foundations and corporations will give clues on what decisions they will make over the next 6-8 months.

To answer Anderson's questions about follow up in September and October, O'Connor stated that this partnership could go on beyond this scope of work where they would work, engage and assist through the fundraising process. It would depend on how the Board wants to proceed. They could help with a campaign and assist with communication

Running asked if it would be advantageous to wait 30 or 60 days. The proposed timeline can be flexed but the first month of work is not reaching out to the public. The work is internal and includes preparing questionnaires, identifying individual organizations, scheduling interviews, and generating a list of survey takers. Vander Leest stated he thinks it is wise to wait –due to the economy being in unfavorable position. Waiting until June or July may mean that a normal course of business has resumed.

Van Dyck wondered if the first phase could be done and evaluated before moving on the second phase. He also asked about staffing. Sugden replied the library has the capacity to do this and will rely on OCC and their team. Library staff alone could not do this body of work. She feels it is important work and we are ready for it.

Sellen offered that she thinks that right now is the perfect time to conduct this work as parents are relying on library services more than ever - the library is top of mind. Aubinger agreed and commented that the pandemic could come again in the fall and we should be the first not the last to fundraise. Pletcher supports Sellen and Aubinger and noted that right now the libraries are closed and that could lend more flexibility to bring staff together. Now is the time.

Vander Leest is worried that public response will not be as good since we have never been through anything like this but supports doing some pre-work. Running commented that the market could drop another 20%. Donors will not be thinking positive if that happens.

Rodriguez asked how the library has adjusted to provide services. Families need library services – how has the library adjusted and how does the library know it is doing a good job. Sugden replied that services have changed – there is a new normal on how we are connecting with our public. What is intriguing and exciting is that working with OCC feels right at this time. Information collected will be informative about what is resonating with the public about the library and what is making a difference. The library is adapting to a new normal and is ready to take this on. We need to hear from our community. Sudden went on to say our community feels like the library is there for them. They are turning to the library and finding connections. Many people are calling – not just to put books on hold – but also to talk to staff. We believe the community feels the library is there for them.

Rodriguez wonders about social services connections. Families need literacy services and asked if the library is supporting those needs. Sugden replied that the library continues to connect people to community resources for particular services; this is a transformative time – libraries all over the world are going through this — it is a work in progress. This time is really an act of discovery and the library is learning what we do well what we could do better.

O'Connor commented that the bulk of this body of work is to create questionnaires – what do we need to ask and what do we need to know for the future? Allow broad questions that give the opportunity to ask questions about the here and now – the desires and needs of the library today. What are they hoping for? What do they want? Pair that with facility development.

Van Dyck admitted some hesitation due to additional demand on staff but supported the proposal. If the board gives support, he suggests moving forward on the early work and then come back to the board to report. A decision to move ahead or pause can take place at that time. He does not want to overreact on the current situation but he also does not want to set something in motion that may not be as relevant in six months.

Meli does not think the feedback now will be valid for the library going forward on a permanent basis since comments made now will be very different when normal returns. She asked if the branding portion could be done first.

O'Connor suggested starting the first piece of the proposed timeline including the development of instruments for interviews, focus group, surveys; and identifying potential donors and campaign influencers. They can come back to the board before that to share their strategy before going to the public. There is a challenge in separating brand and feasibility. Value is added through combining these into one process. Questions address both components resulting in a broader assessment. Van Dyck suggested changing the date of the May meeting to earlier in June. The Board will be polled for an agreeable date.

Motion by Running, seconded by Pletcher, to approve the proposal, proceed with first component, and have OCC report back to the board in June. **Motion carried.**

DISCUSSION AND POSSIBLE ACTION ON CORONAVIRUS UPDATE AND ACTIVITIES

Sugden enclosed report outlined what is happening at the library. Sugden emphasized how extraordinary the library staff has been during this time. We would not be able to navigate without a positive and steadfast attitude. She is astonished and so appreciative of the staff's problem solving and intelligence. The community is lucky to have such a great staff.

Pickup service has begun per EOM #28. Library communities would have loved a heads up but we made the best of it. Out of safety for the staff, pickup is not curbside – no staff is delivering to cars. It is going well. After the news release was issued, 2500 holds were placed on materials (twice as many as a typical day). The phones were so busy people could not get through. We have since returned to a regular level of holds placed. It is encouraging that the volume has stayed the same. It was a very inclusive process to determine this procedure. Community is grateful for this. The drive up window at Central has been revived and we are talking about how we could continue its service when we reopen. Kress, Ashwaubenon and Weyers-Hilliard are the other locations offering pickup since they have a deep overhang that shelters the materials. The only issue was a robin's nest at Ashwaubenon but that has been remedied. Overall, it is terrific. Usage of online resource continues to grow and BCL ranks 3rd in state of new users to Libby (behind Milwaukee and Madison). Online library card application provide immediate access. Staff continues to think holistically and comprehensively. This is an exciting and busy time – challenging in new ways.

The Governor's order expires May 26, which is the target date for reopening. The library will have a phased reopening and management is starting to examine all the things we need to do to successfully reopening including PPE at all service desks; sneeze guards; physical staff spaces; reexamine workflows; how to handle cash; design public furnishings to promote distancing; public computers, redesign operations to keep staff and community safe. Staff input is being sought. We are not panicking – we are planning!

LIBRARY BUSINESS

FINANCIAL MANAGER UPDATE

FINANCIAL, AND GIFTS, GRANTS, AND DONATION REPORTS

Chosa focused her report on 2019 year-end. Levy fund 105 had a budget surplus \$336,000; revenue deficit of \$53,000 (mainly due to lack Shawano County payment); fines and fees ran short of budget; meeting room rental doubled over what was budgeted. Expenditures had a surplus of \$393,000 (personnel savings for the most part). There were some shortfalls in miscellaneous accounts but most were absorbed by other accounts. Net income (actual) totaled \$77,000. Budget surplus equaled amended budget minus actuals.

Coin op and donations Fund 106 saw copy machine revenue of \$43,000 and \$16,000 in expenses resulting in a net profit of \$27,000 for prints and copy sales

Unspent donations for \$114,000 will carryover into 2020 as per usual procedure

March financials were presented as well as the March 2020 donation report as follows:

Brown County Library
 Gifts, Grants & Donations Report
 March 2020

Gifts & Donations

03/01/20	Local History & Genealogy Participants	\$ 566.00	LHG Collection
03/07/20	Local History & Genealogy Participants	347.00	LHG Collection
03/16/20	Friends of Brown County Library	3,177.49	Supplies
03/31/20	H. Ferrer	10.00	General
03/31/20			
03/31/20			
03/31/20			

Total \$ 4,100.49

Donation Box

		Month	YTD
03/01/20	Ashwaubenon	\$ 88.00	\$ 88.00
03/01/20	Bookmobile	8.10	8.10
03/01/20	Central Children's	48.20	86.14
03/01/20	East	101.67	128.82
03/01/20	Denmark	-	-
03/01/20	Kress	34.38	130.03
03/01/20	Pulaski	10.67	33.32
03/01/20	Southwest	16.62	22.22
03/01/20	Weyers/Hilliard	134.55	214.95
03/01/20	Wnghtstown	7.66	7.66

Total \$ 449.85 \$ 719.24

Federal & State Grants

Nicolet Federated Library System

\$ 6,562.50 Collection 1 of 4
 Total \$ 6,562.50

Motion by Running, seconded by Sellen, to receive the 2019 financial report. **Motion carried.**

REVIEW AND APPROVAL OF 2019 CARRYOVER

Chose reviewed the breakdown of the carryover report. The request is to carryover \$77,000 from fund 105 and \$82,000 from fund 106. **Motion** by Anderson, seconded by Sellen, to approve the carryovers as presented. **Motion carried.**

UPDATE ON STATE DEBT COLLECTION PROCESS

Chosa is still waiting for the hard drive from Lexus Nexus. They will need to do an onsite audit but that will not happen until Safer at Home is lifted. SDC has halted involuntary collection and are working on a case-by-case basis.

FACILITIES UPDATE Beyer reported on three projects. Improving security with the Central doors locking system. In one week, one switch will control all doors. The Central public space lighting revamping is finished. This has less than a one-year payback. Two of the four drinking fountains were installed at Southwest and Kress. Maintenance activities include disinfection, developing, writing, and training staff on evolving procedures. Sugden praised Beyer's team for really have paying special attention to and finding good solutions to many issues. They have been tremendous. Van Dyck -acknowledged the Board for sending well wishes to the staff.

PERSONNEL UPDATE Rogers reported the cancellation of the May staff development day. A lot of continuing education/training that staff were registered for was canceled. Some staff were going to present at WAPL conference in May but that, too, was canceled. We continue to look for other opportunities to present at other conferences.

Hiring is on hold. County Human Resources is swamped and it does not make sense to bring in new team members. One position did move forward - the cataloging and system support position as it was mission critical. Online interviews took place and hiring will take place shortly. The pandemic has been hard on staff and many support staff have chosen to take leave. Leave options included paid leave, leave of absence without pay, Family First Leave of Absence, two-week emergency leave, and extended FMLA. About 20% of the library's workforce is on leave. This could become a challenge when the library reopens.

She and Sugden having been having regular virtual check-ins with staff to hear their concerns. They are getting a lot of positive feedback that Sarah is a great leader.

COMMUNICATIONS/PROGRAMMING UPDATE Lagerman reported that during the library's physical closure, marketing efforts have been to promote that the library is open online and encouraging use of the numerous resource available on the library's website including the ability to apply for a ready-to-use library card online. The monthly BCL Insider e-newsletter has temporarily been replaced with a weekly, "*@Home with the Brown County Library*," e-newsletter. Each issue features and encourages use of our digital resources. In compliance with DoTS and industry standards, Closed Captioned videos have been created to promote library resources and to provide activities for those at home. They are shared on Facebook, the library's You Tube channel, and website. A form, "*Hey! I Have an Idea*," allows staff to submit ideas to the VIP (Virtual Information and Programming Task Force) and those submissions have been the source for many of our videos. Other available resources (authors reading their works, educational sites, learning games and more) have been collected and added to the, "*Online and At Home*," page on our website. These resources connect our users to even more resources for individuals and families to use.

Just recently, a FAQ page related to contactless pickup was added to our website with the launch of this pickup service.

Media outlets have been fairly attentive to the library since the closure. We continue to submit book reviews to the Green Bay Press-Gazette for Sunday publication. Those reviews have been featuring at least one title that is available electronically.

Regarding programming, due to the pandemic, we whittled away at programs planned and ultimately made the decision to cancel in-person programs through August. We are keeping some planned and staged so that if the time should come where we can offer live library programs, we will be prepared. We are talking with several partners about the possibility of creating virtual programs – a benefit for both them and the library. The VIP team is also talking about the reality that virtual programming will likely become a regular part of our future so we have begun work on a plan that will offer a schedule of balanced programming for children, teens and adults.

DPI has contracted with ZooBean for a virtual summer reading program platform called Beanstack. LSTA funds will be supporting this product until 2023. We will soon be scheduled for training on and customizing this product. The goal is to have it ready for a mid-June launch. In addition, we will make a paper version of the Summer Reading Program available for those who do not have access to participate virtually. It is reported that having an online program and a mobile app increases active participation. Another feature of Beanstack is that it can be used for more than Summer Reading programs. We would have the ability to add other reading program like a winter reading club or our 1000 Books Before Kindergarten program.

DISCUSSION AND POSSIBLE ACTION REGARDING FEES POLICY

With the rollout of the Multi-Function Devices (MFD) coming soon, it was good time to review fee policies. Chosa walked the board through the changes. Van Dyck asked if there were any potential issues for customers. In general, there is not a change in philosophy. It really relates to aligning costs with MFDs. A lot of collaboration went into this policy - Library Leadership, Administration, Managers, and Local History & Genealogy staff. Some fees existed but were not included in policy. Pletcher commented that the fees seem very reasonable and reviewing every other year is a good idea. **Motion** by Pletcher, seconded by Anderson, to approve the Fee Collection L-4. **Motion carried.** **Motion** by Pletcher, seconded by Anderson, to approve the Fines and Fees policy. **Motion carried.**

LIBRARY PROJECTS

Update on Proposal from HGA Sugden talked with Jane Dederig from HGA this week and is expecting paperwork (contract) this week. Next steps will be to make decisions on who will be on the library team to work with HGA – from Board members to frontline staff. Annette, as facilities officer, will be on the team.

Van Dyck recognized the need for a closed session. This will take place at a future meeting when the Board meets in person and not virtually.

PRESIDENT'S REPORT With just over a month into the pandemic it has been recognized that there will be significant changes financially for the county. There will be shortfalls in many departments. To what extent remains to be seen. Every department, including the Library, will be called on to cover shortfalls. We will need to see what we can do to help other departments. There are many moving parts and the impact will be unknown for some time. It will be a long haul but we will keep watching and adapting. Van Dyck commended staff for handling all that they have.

LIBRARY DIRECTOR'S REPORT In addition to the written report, Sugden mentioned that the library understands that the library is part of the county as a whole and is willing to share resources. Linda supports the county's finance department; library technology is used by county government; and the library auditorium is used as a forum for county meetings. Staff is adapting to virtual technology and different ways of programming. She is confident in staff and direction the library is going.

OTHER BUSINESS None. Anderson commented he is impressed by library staff. He enjoys the Facebook posts and it is marvelous to see the work that is being done during this time. He thanked library staff for their hard work. Meli agreed and said she is really proud of the library.

SUCH OTHER MATTERS AS ARE AUTHORIZED BY LAW None.

ADJOURNMENT Motion by Running, seconded by Pletcher, to adjourn the meeting. **Motion carried unanimously.**

Meeting adjourned at 7:50 pm.

NEXT REGULAR MEETING (VIRTUAL):

May 21, 2020

5:15 p.m.

Respectfully submitted,

Sue Lagerman
Recording Secretary